

How To Have a Successful Membership Drive (Boy Talk)

How do some Cub Scout Packs get so many boys to join? Here is one proven method that one Pack has been using successfully for years in our Council.

Since most elementary schools today don't allow Boy Talk Assemblies during "class room time"; ask if you can come in to do a quick, 15 minute presentation during recess.

So how do you deliver a powerful and exciting message about Cub Scouts in just 15 minutes? The answer is by showing a short (under 8 minutes) video showing the fun that Cub Scouts have!

How do you make a video? You can easily make a video using free software that may already be on your computer! Most computers running Windows 7 or 8 come with a slideshow/video making program called Windows Live Movie Maker. If you have ever used Power Point to make a presentation, you will find that many of the "tools" are the same. Our Council also periodically offers video making workshops if you need more hands on help. What makes the video a huge hit with the boys is watching their friends in the video having fun and going on cool adventures!

What do I do if I don't have good images and I want to do a "Boy Talk" this Spring? At council, we have a Boy Talk DVD for you to use until you can make your own! To have a truly consistent membership drive year after year, it is important that you keep updating your video with new images each time.

How to make your Boy Talk a Success-

Before your Boy Talk- Ask your District Executive to make up flyers for the Boys to take home in their folders the day of your Boy Talk. Your flyer should invite them to a fun sign up event like a Rain Gutter Regatta, local Cub Scout Family Camp out, Cubmobile Race, Ice Cream Social etc. To help get Scouts to join when you want them to join, use incentives like (this Springs incentive from Council) any new Scout that joins between March 1st and June 1st gets to go to Cub Scout Day Camp for 3 days for free!

Coordinate with your PTO to have them send a link to your Boy Talk video in a email on the VERY SAME DAY as your Boy Talk. When the boys come home all excited about joining Cub Scouts , they can tell their parents to watch the video so that they can see what Cub Scouting is about. In this email, be sure to answer FAQ's and point out that your Cub Scout program is flexible and that many Scouts play sports as well.

Ask your current Scouts to wear their Uniform shirt or Pack t-shirt to school. After the video, invite your current scouts up to help you answer their friends questions about Cub Scouts.

Be sure to keep inviting interested boys to fun Cub Scout events until they join or say that they aren't interested in joining.

That's it! Then prepare for some growth!

Use council incentives to